

More time for essentials

The IROIN® Influencer Marketing Suite covers the entire campaign workflow. Smart modules simplify and accelerate the process from planning to implementation and evaluation. The modules can be flexibly booked and cancelled at any time. The IROIN® Influencer Marketing Suite grows with your personal use case.

Module

Discovery
Search and analyse influencers

Influencer Portfolio
Build your proprietary database

Overlaps New
Calculate Follower-Overlaps

Influencer Connect
Get First Party Data

Campaigning
Manage and evaluate campaigns

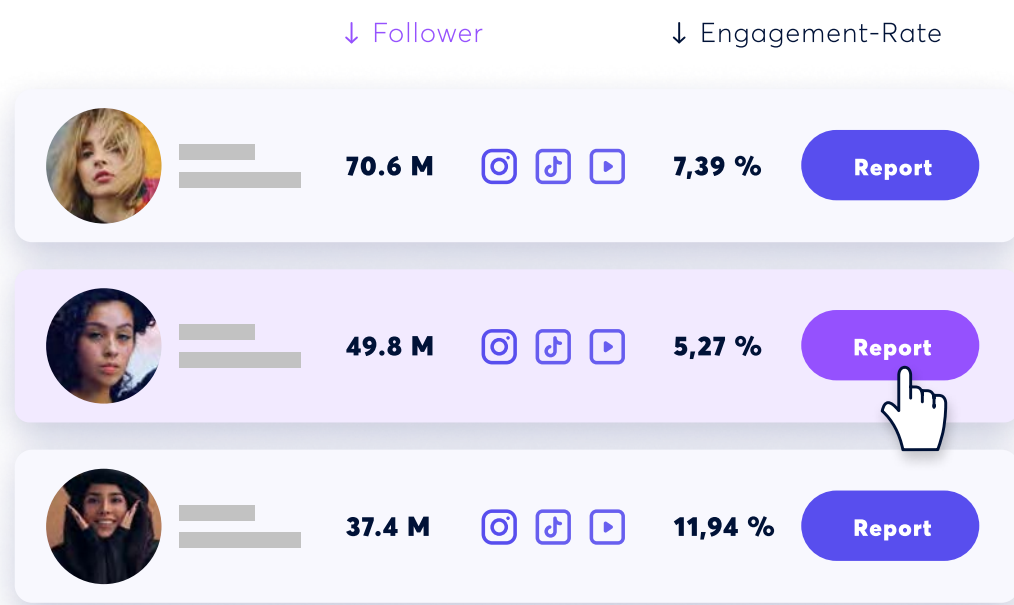
Influencer Ads
Exceed organic reach



Discovery

Search and analyse influencers

Search and find all relevant influencers on Instagram and TikTok. Find the content creators with the best brand and product fit. The structured overview of elaborate KPI's and demographic analyses, enable you to accelerate your selection process.

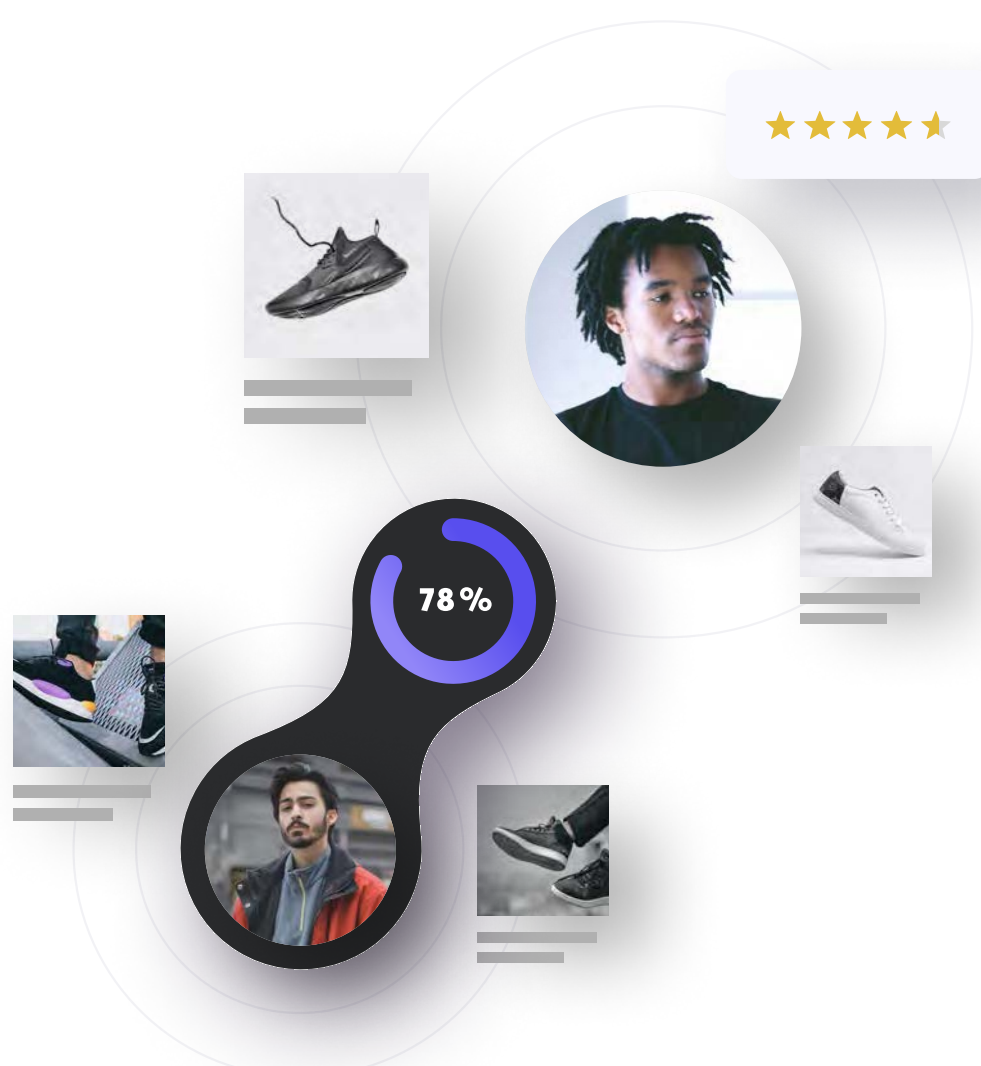
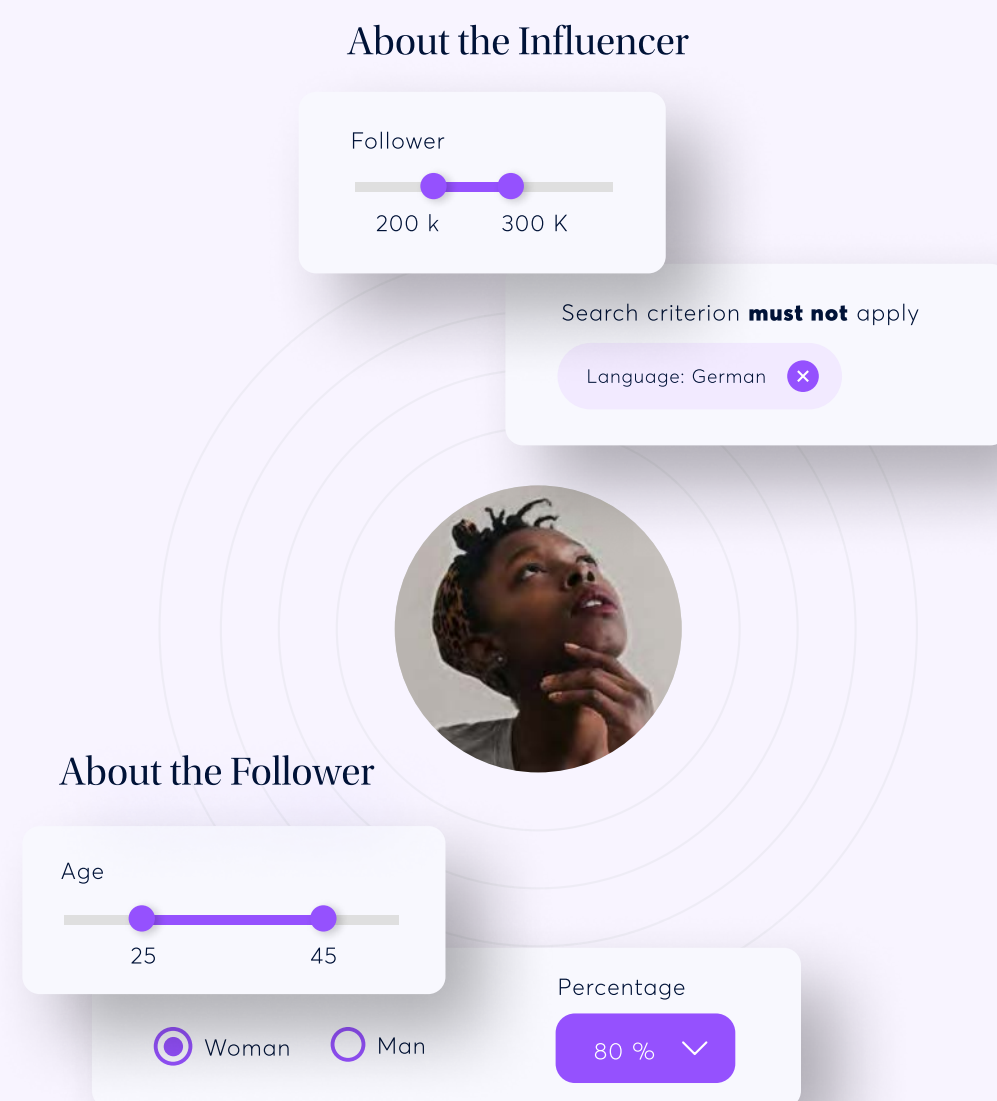


Use unlimited possibilities

With the IROIN® Influencer Marketing Suite you have access to over 262+ million influencers on Instagram, TikTok and YouTube. Find the cooperation partners that suit your brand, target group and campaign goals.

Clear ideas? That's what our search is all about!

Are you planning a fashion campaign that will appeal to women in England? Simply select suitable categories and sort the influencers by follower count or engagement rate. German-speaking doesn't fit? No problem with our inclusion and exclusion criteria. In the follower filter, you can now set your minimum demographic requirements and reduce wastage to a minimum.

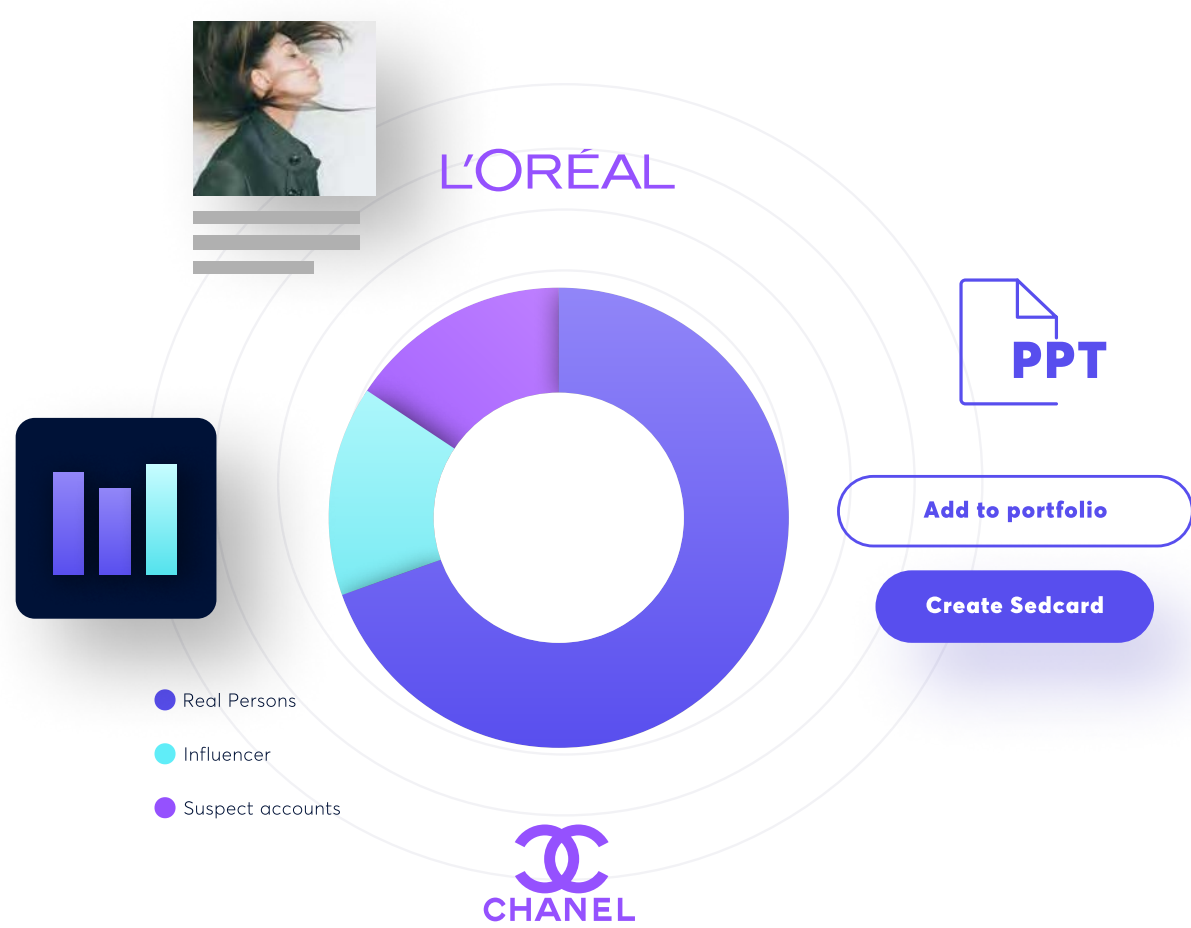
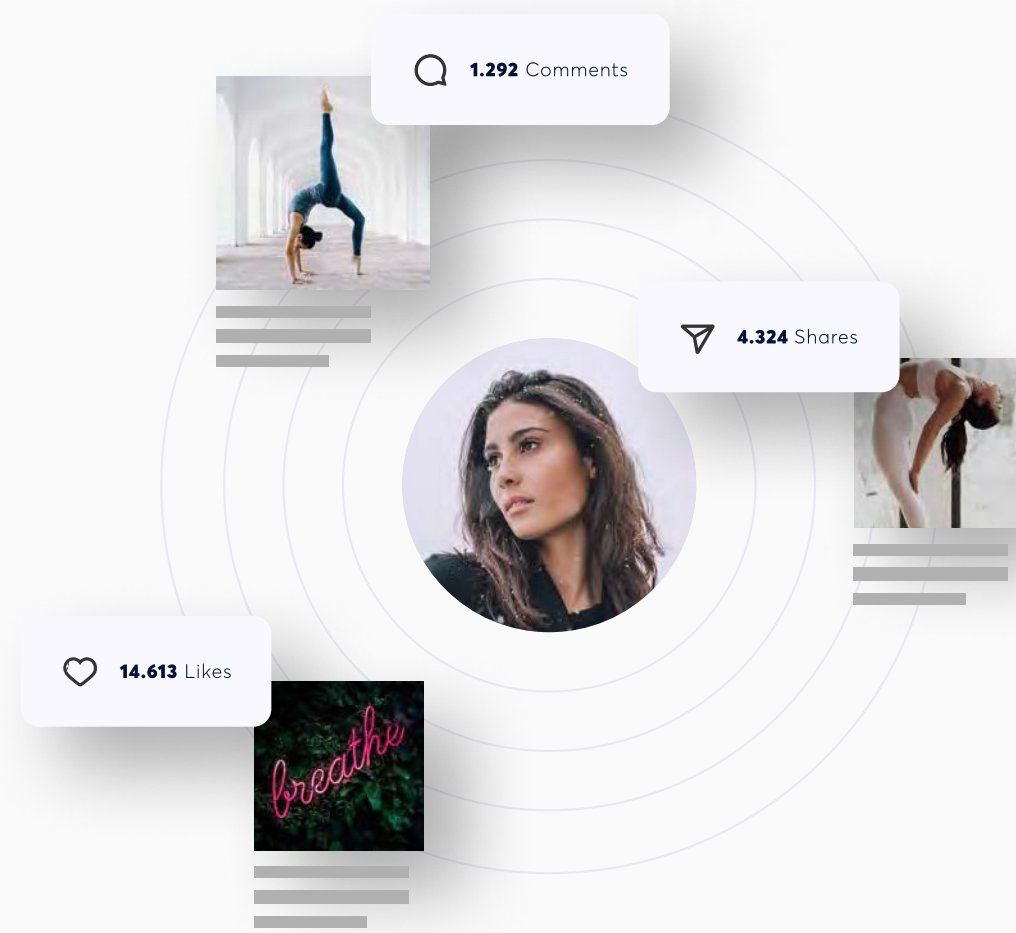


Multiply success with lookalikes

If you already cooperate with influencers who generate high sales, you will love the Lookalike tool. Search for statistical twins based on metrics or follower structure and build your successful creator setup.

Clarify the question of style in advance

How creative are the shortlisted influencers? Does their style match the brand? Take a look at the most popular posts and get an impression of the advertising style. The statistics data show you not only the post frequency but also how strongly the followers interact with the posts.

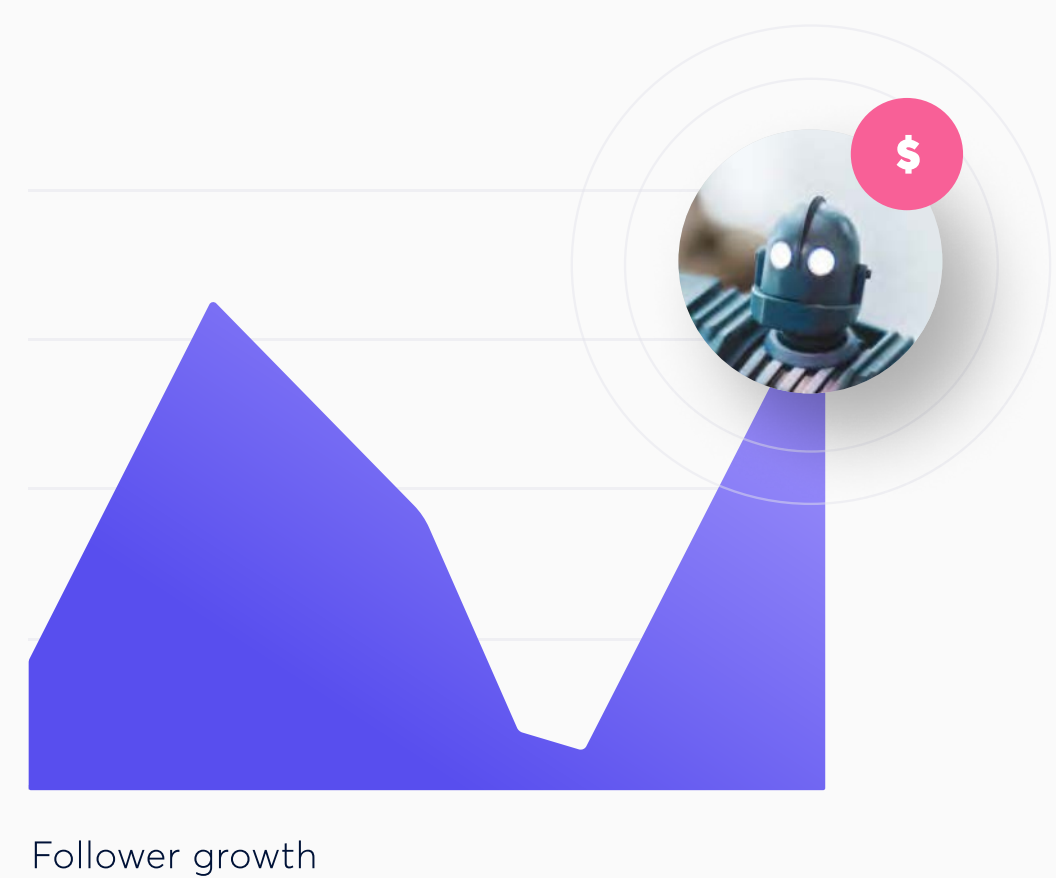


More data, more good decisions

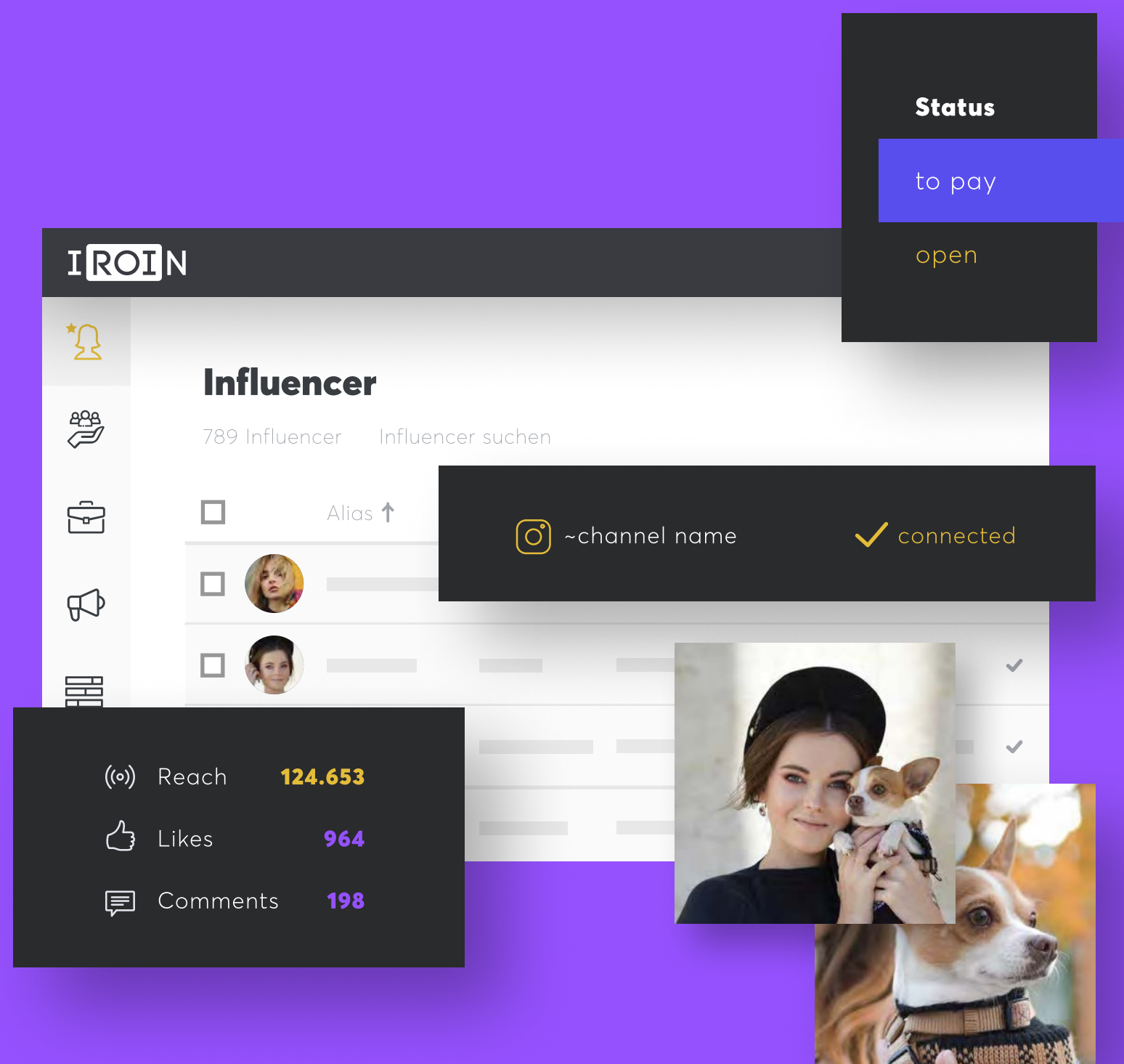
Highlight the performance of the influencers and look at all relevant KPIs over time. You can also check which brands have cooperated with in the past. Does everything look good? Then download all influencer data as a PowerPoint or add your new discoveries directly to your portfolio.

Don't get faked out!

With fraud analysis, you can check the authenticity and accessibility of followers. It shows at a glance the percentages of real people, other influencers and suspicious accounts. The follower growth curve also helps you analyse unusual activities in the follower structure.



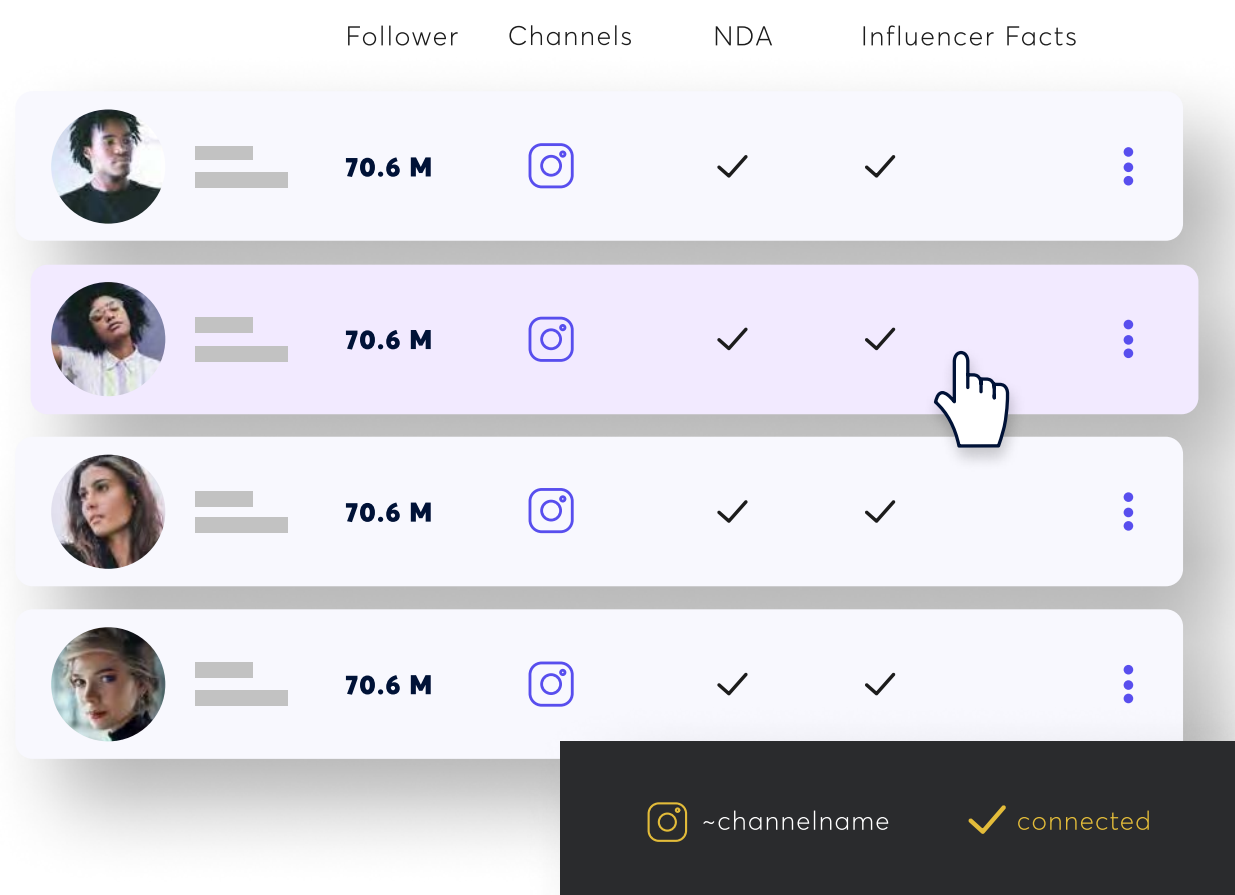
Follower growth



Influencer Portfolio

Build your proprietary database

Launch your influencer portfolio and have all information stored in one place. No more looking for contracts, prices, address information or the latest KPI's. Give internal ratings to co-operations and generate a proprietary database full of qualitative, relevant insights.



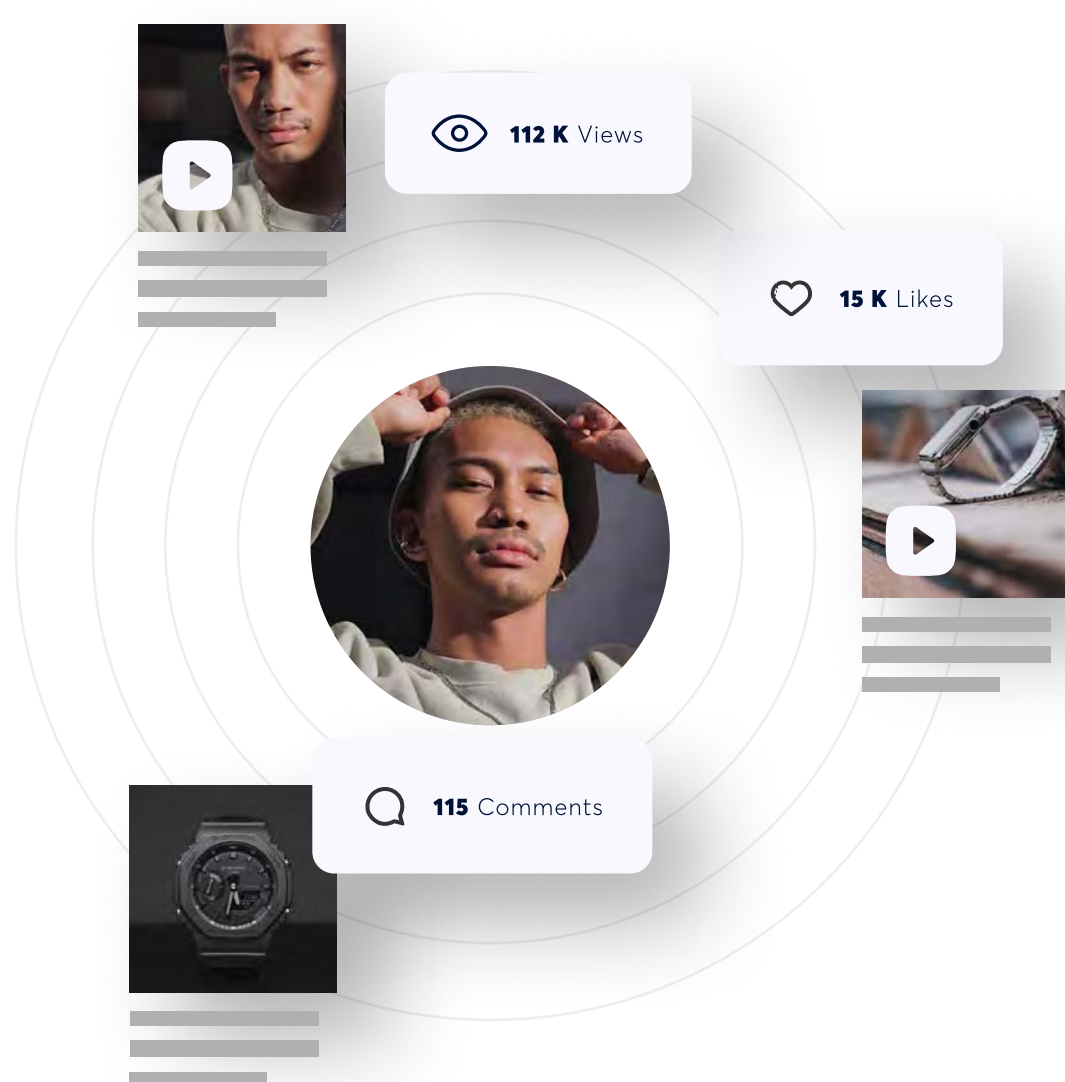
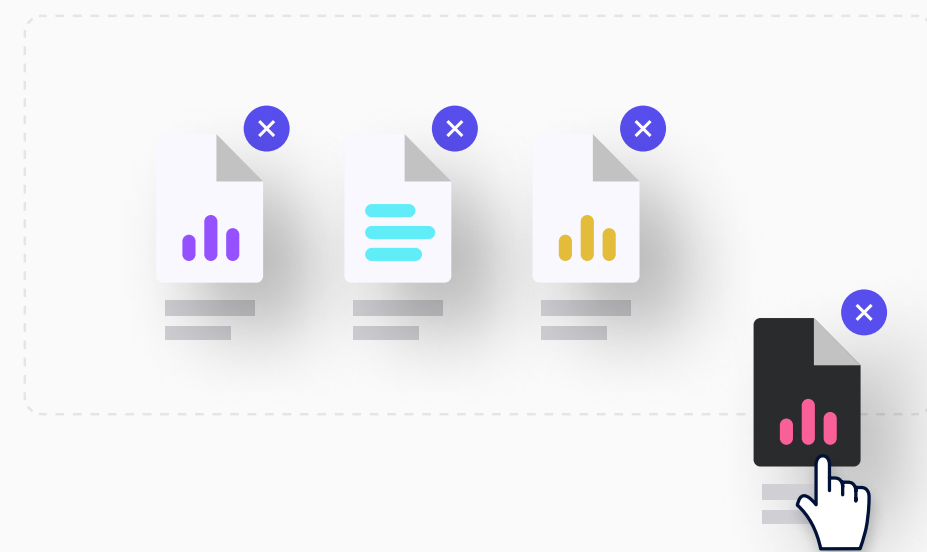
Your portfolio: From Influencer Advertising to Influencer Relations

Build, Scale and Expand your proprietary influencer database and strengthen your community with brand ambassadors. The Portfolio gives you the necessary infrastructure to manage all your contacts.

Store information where it can be utilized

Each Influencer Contact has its own file with all related data of previous co-operations, messaging history, campaign notes and contact information. You can also manage documents such as NDAs, contracts or black-lists via the IROIN® Influencer Marketing Suite.

Documents



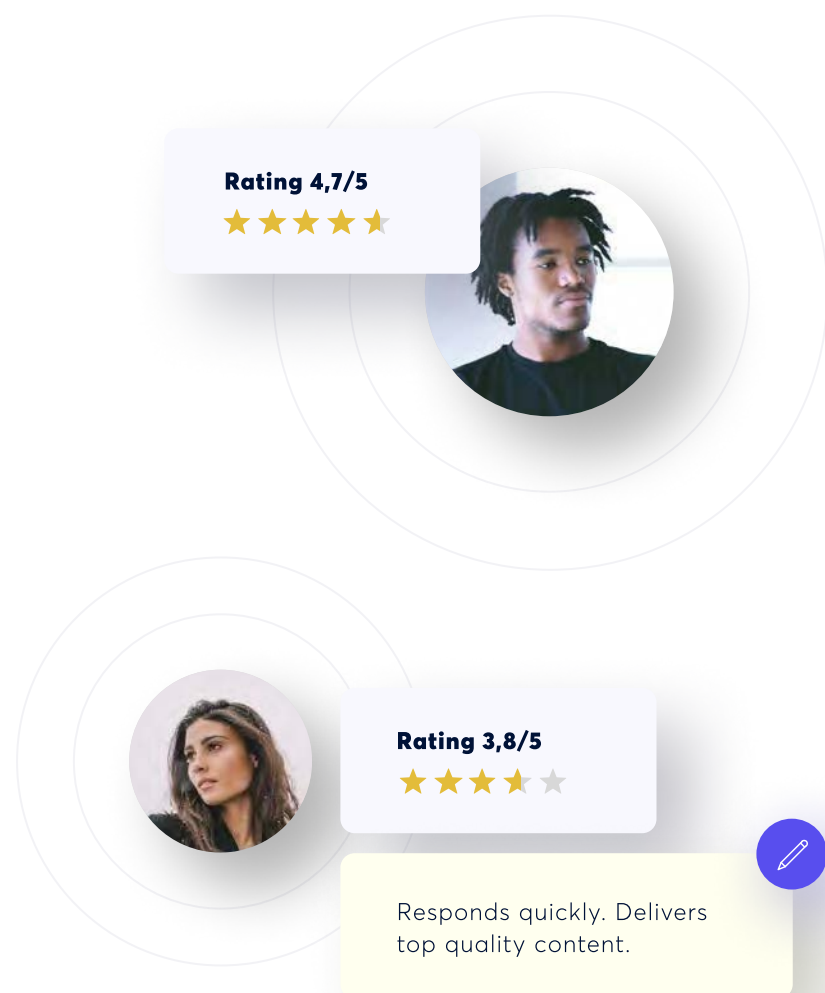
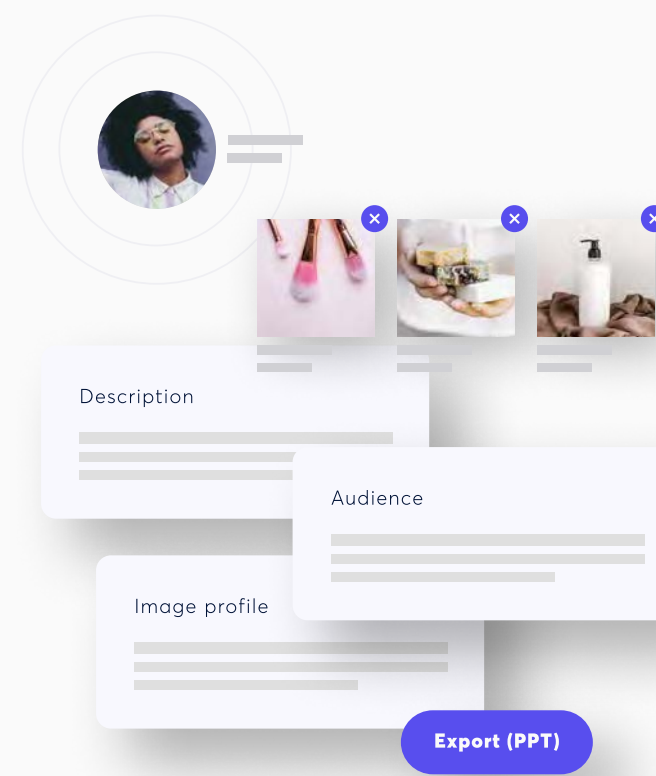
New

Also without app Directly in the feed

What is the style of an influencer and what are the community reactions? Take a look at the posts from the last 28 days directly in the posting history. Stories are also permanently stored here with our Connect feature.

Custom Sedcard Generator

Use our 'best practice template' or use your own and we will configure the sedcards of your influencers according to your ideas and wishes. Export the sedcards directly into your PowerPoint design template.

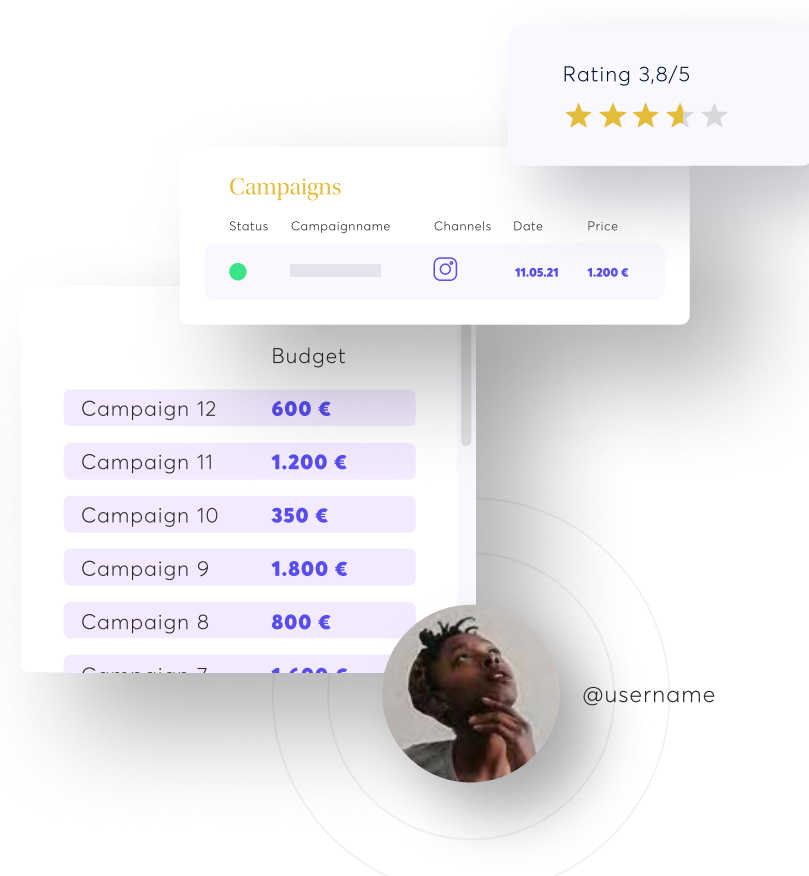
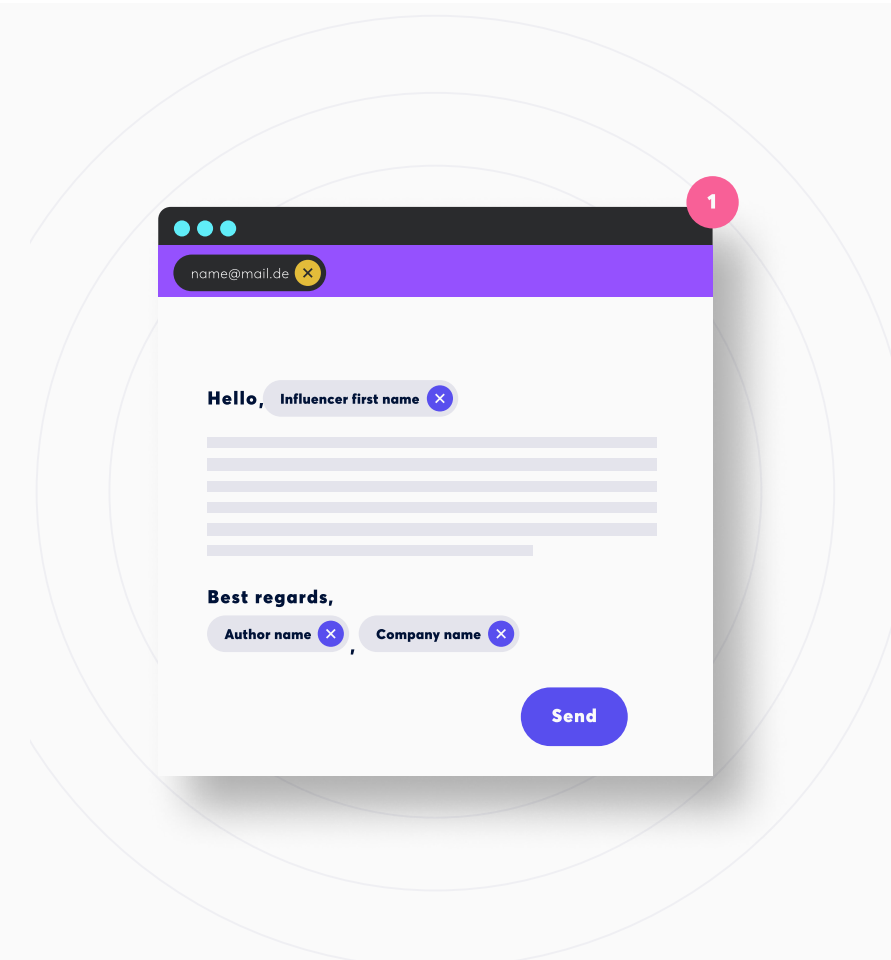


Benefit from qualitative reviews

Evaluate the co-operations with your influencers and leave ratings and comments for your colleagues. Experiences and recommendations can be utilized to optimize your future selection processes.

Communicate directly at any time

Send newsletters or mails to your influencers directly through our Influencer Marketing Suite. You can choose your company or your own name as the sender. The mail history is automatically logged in campaigns and in Influencer Files and can be tracked at any time.



Track & Optimize your spendings

Document the spendings of your influencer co-operations. The Influencer File shows you what has been invested in past campaigns. Thereby, you always have an overview of the budget and can refer to it for future campaign planning.



Overlaps

Calculate Follower-Overlaps

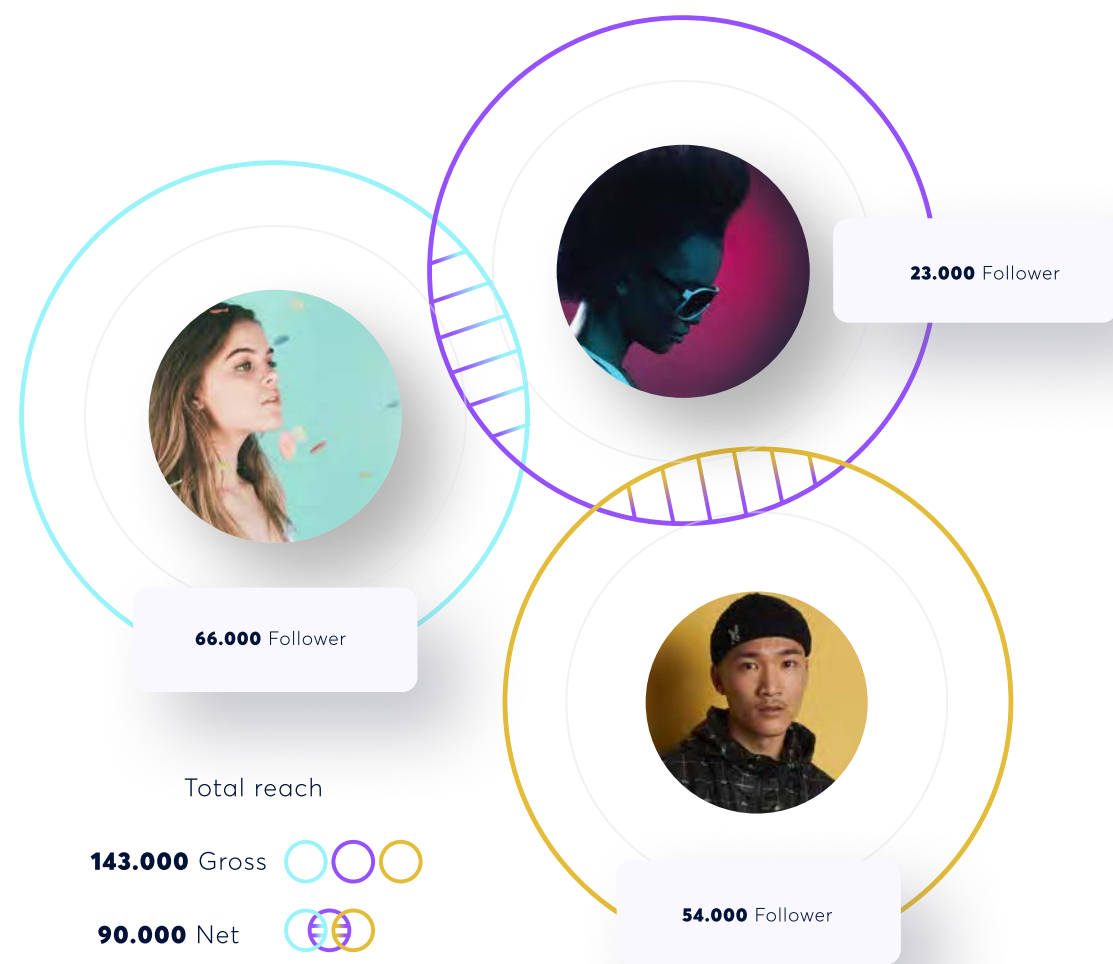
The overlaps module calculates the loss of reach due to duplicate followers. Evaluations and comparison options support you in optimizing your influencer selection. This allows you to find the constellations with the highest reach for your campaigns.

New

Get a free influencer checkup for your next campaign.

[Book a meeting](#)

Effectively reduce duplicate followers in your campaigns and find the influencer constellations with the highest reach.

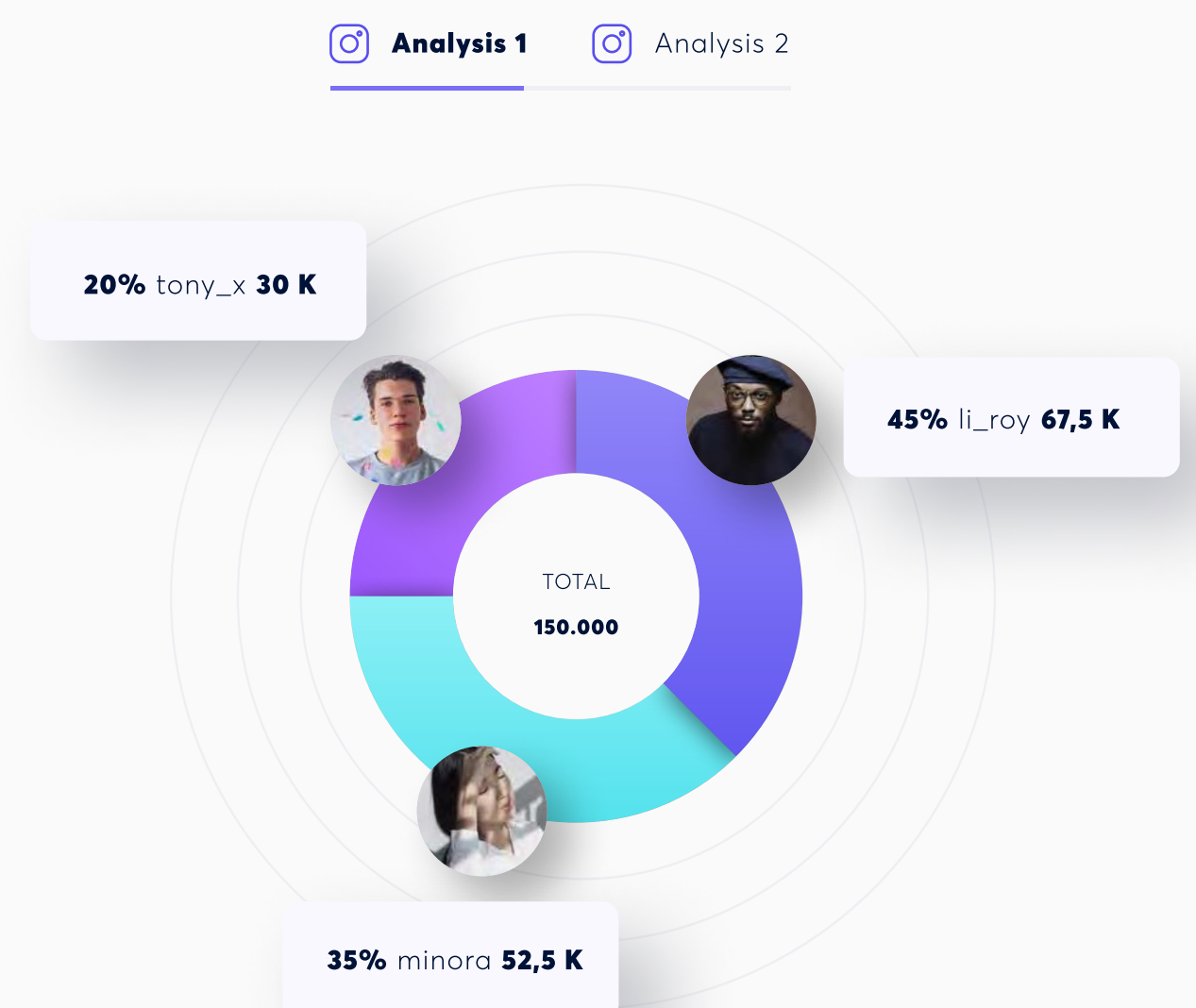


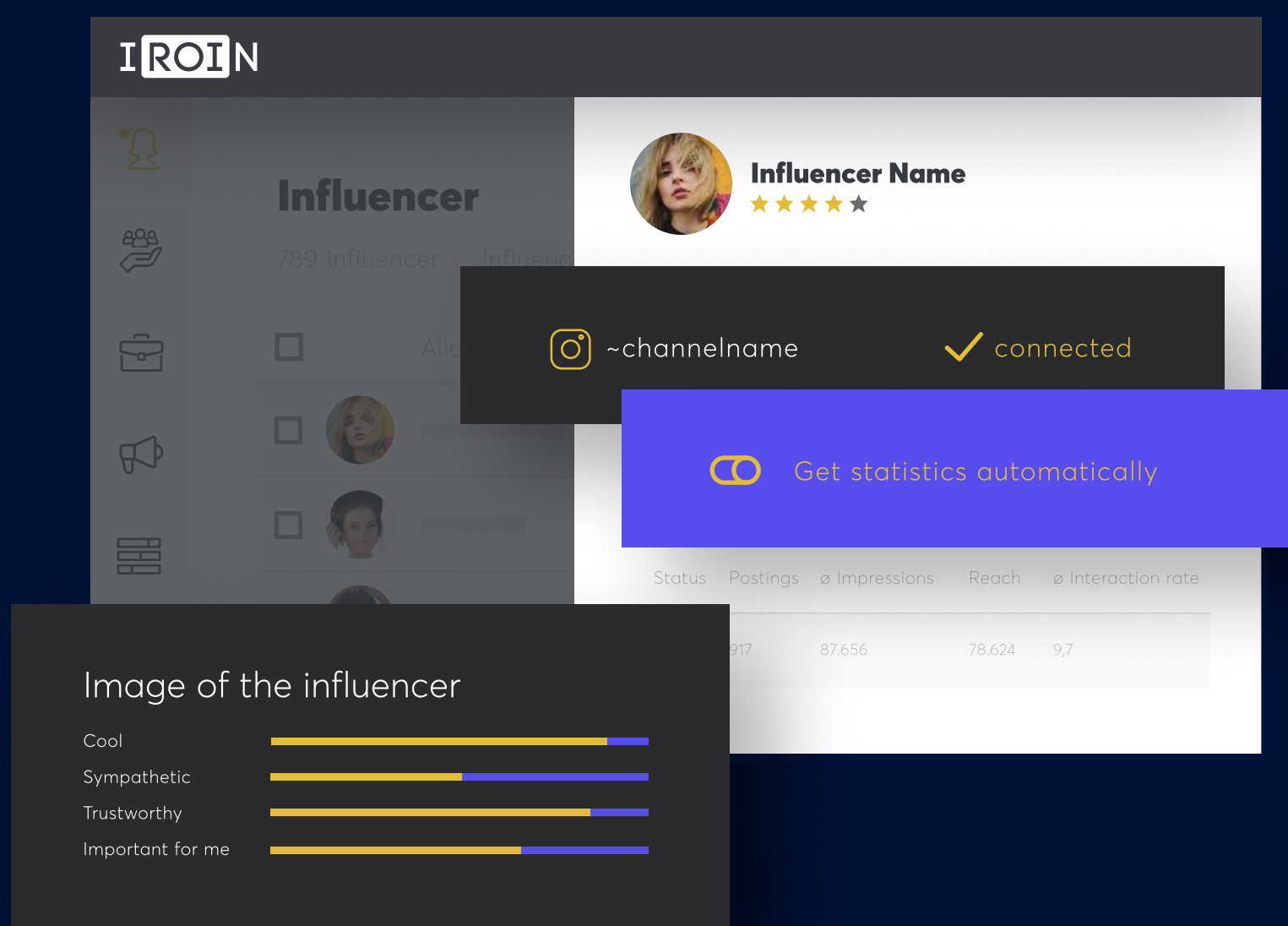
In the end, the net reach counts

Are you planning a campaign and already have suitable influencers in your portfolio? Then check the quality of your reach with just a few clicks: Select several influencers in the overlaps module and the tool directly calculates the follower overlaps. Compare the gross and net reach to ensure that you reach as many unique contacts as possible.

The right mix makes the difference

The clear evaluation shows you with which influencer constellations you lose reach and how much. By indicating the follower overlaps per influencer, the tool supports you in optimization. This way, you can compile the influencer selection with the highest reach for your campaigns on Instagram and YouTube.



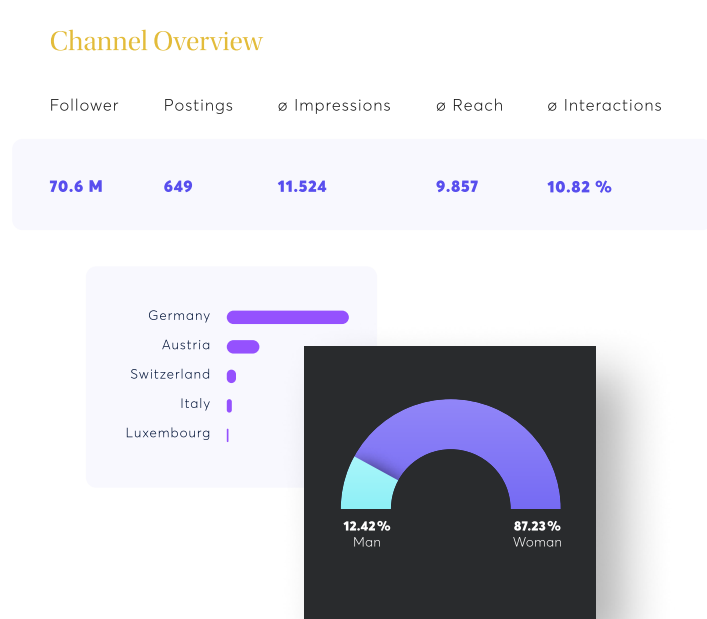


Influencer Connect

Get First Party Data

No more cumbersome sending of Influencer Insights as screenshots: After the approval process, the performance data of your influencers is automatically exported and synchronised into your software. This means your proprietary database is always up to date and the performance of your co-operations and campaigns are enriched with first party data insights such as reach, impressions, clicks, saves and much more.

The tedious back and forth of screenshots is a thing of the past.

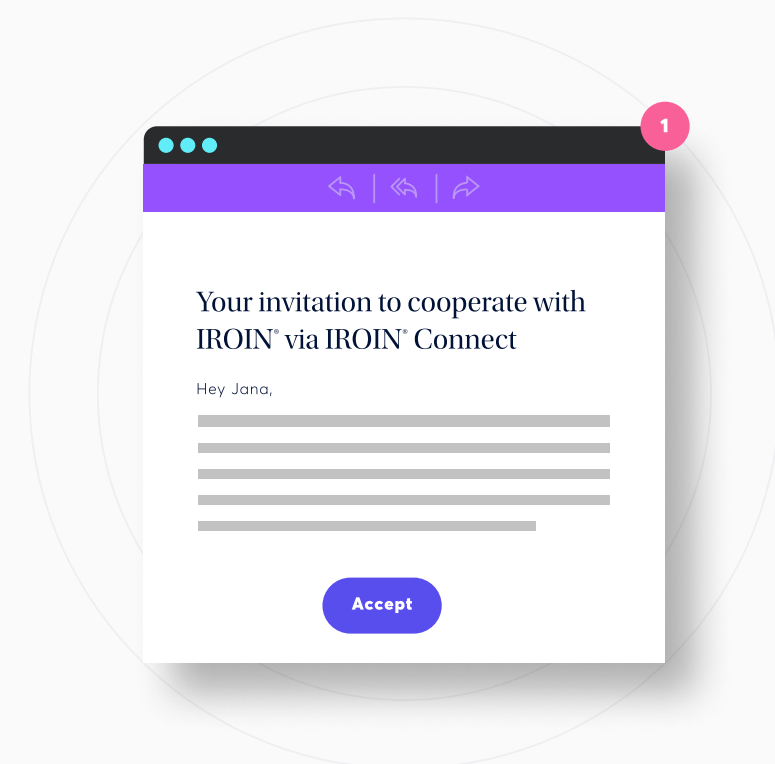


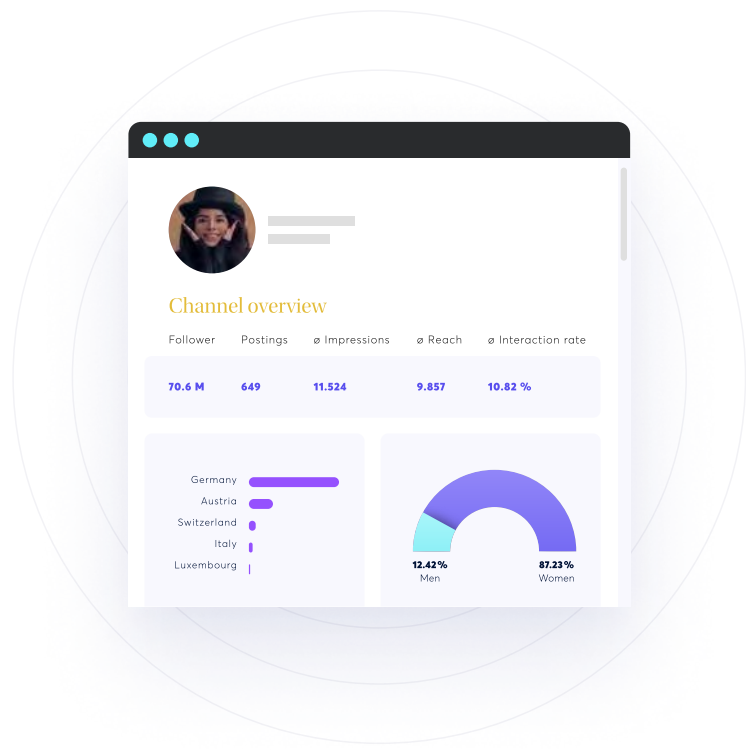
Plug and Play instead of Copy Paste

Influencer Connect enables access to the performance data of your influencers. The official Graph API of Facebook and Instagram are used for this purpose. You get real-time access to exclusive influencer insights such as net reach, posting impressions or story views as well as follower data such as country, gender or age distribution.

Onboard your community quickly and easily

Your influencer contacts receive an automated invitation email in your corporate design. The frictionless onboarding takes care of all user and content rights, so you don't need to worry about the legal ramifications anymore. Use our pre populated templates or create your own to ensure all precautions are taken.





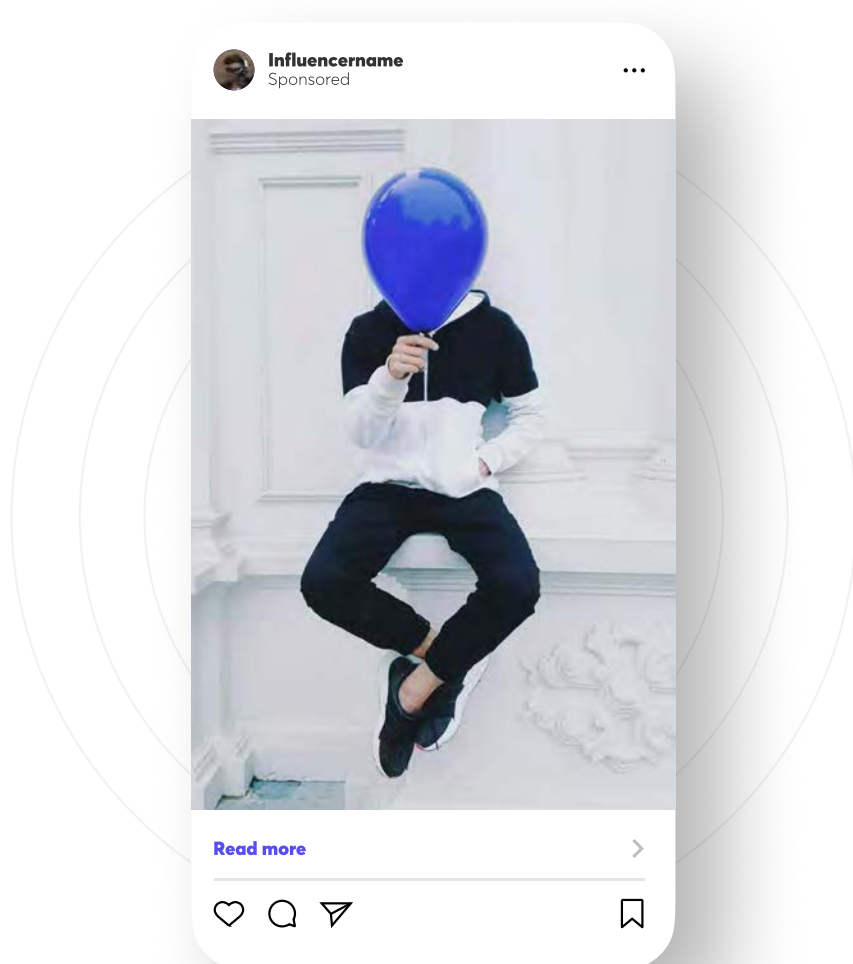
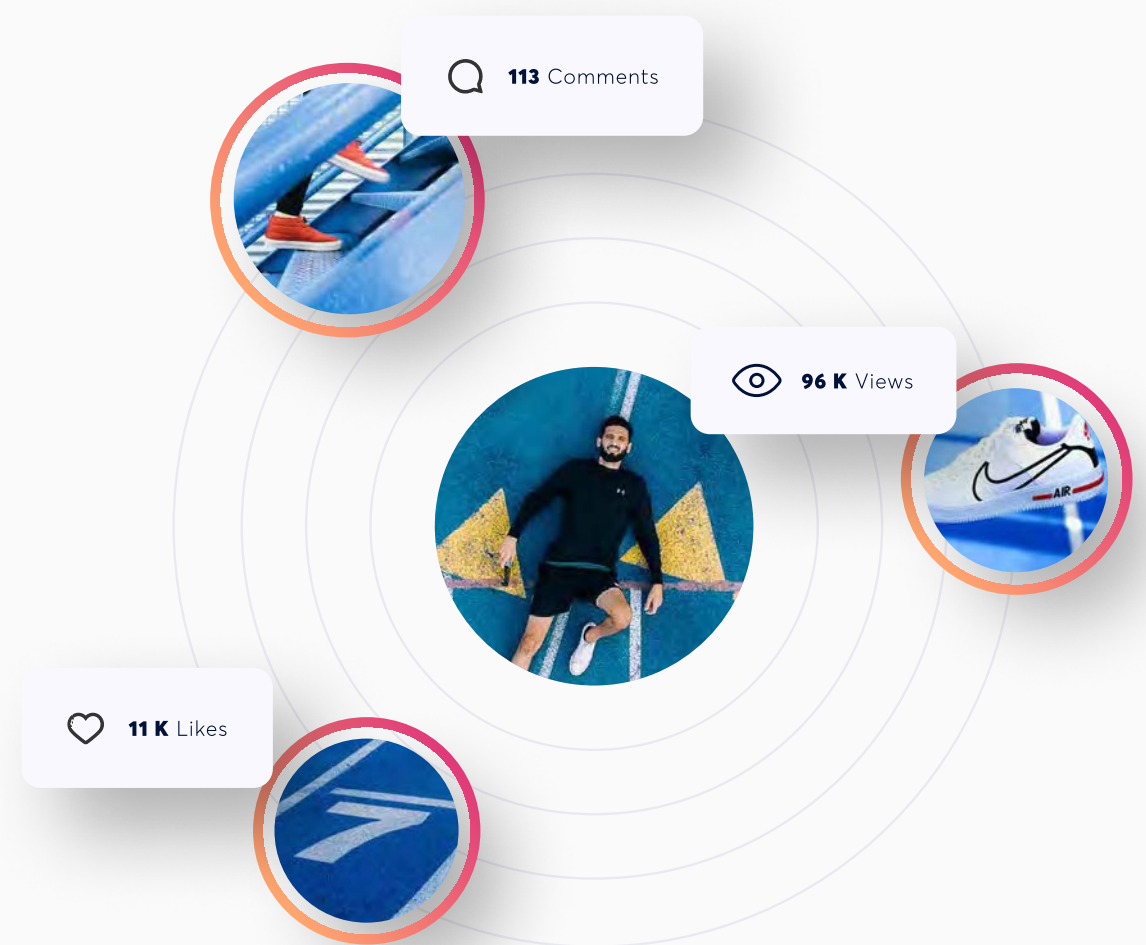
Plan with real-time data

Once an influencer is onboarded, you have real-time performance data at your fingertips. This enables you to make data-driven decisions and thereby lets you build, scale and expand your Influencer Marketing Activities more accurately than ever before.

New

No more cumbersome Story screenshots

From the moment the influencer approves, Connect also saves stories in the portfolio's posting history. This allows you to view the story style and community reactions as often as you like, even though they are no longer published.

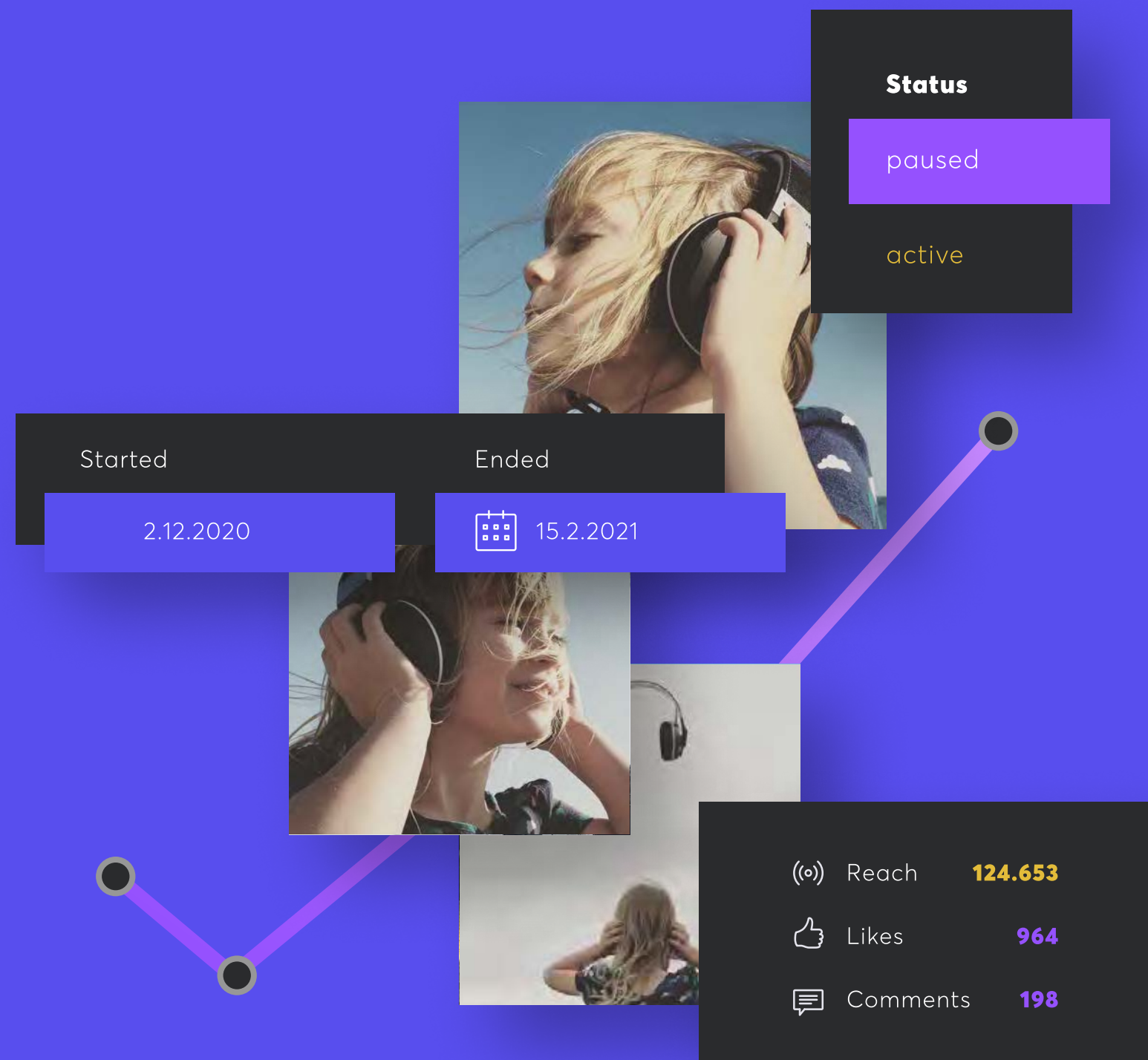


IROIN® Influencer Ad

Exceeding organic reach

Document the costs of your influencers. Use the history to see what was invested in past campaigns. This means you always have an overview of the budget and can fall back on it for future campaign planning.

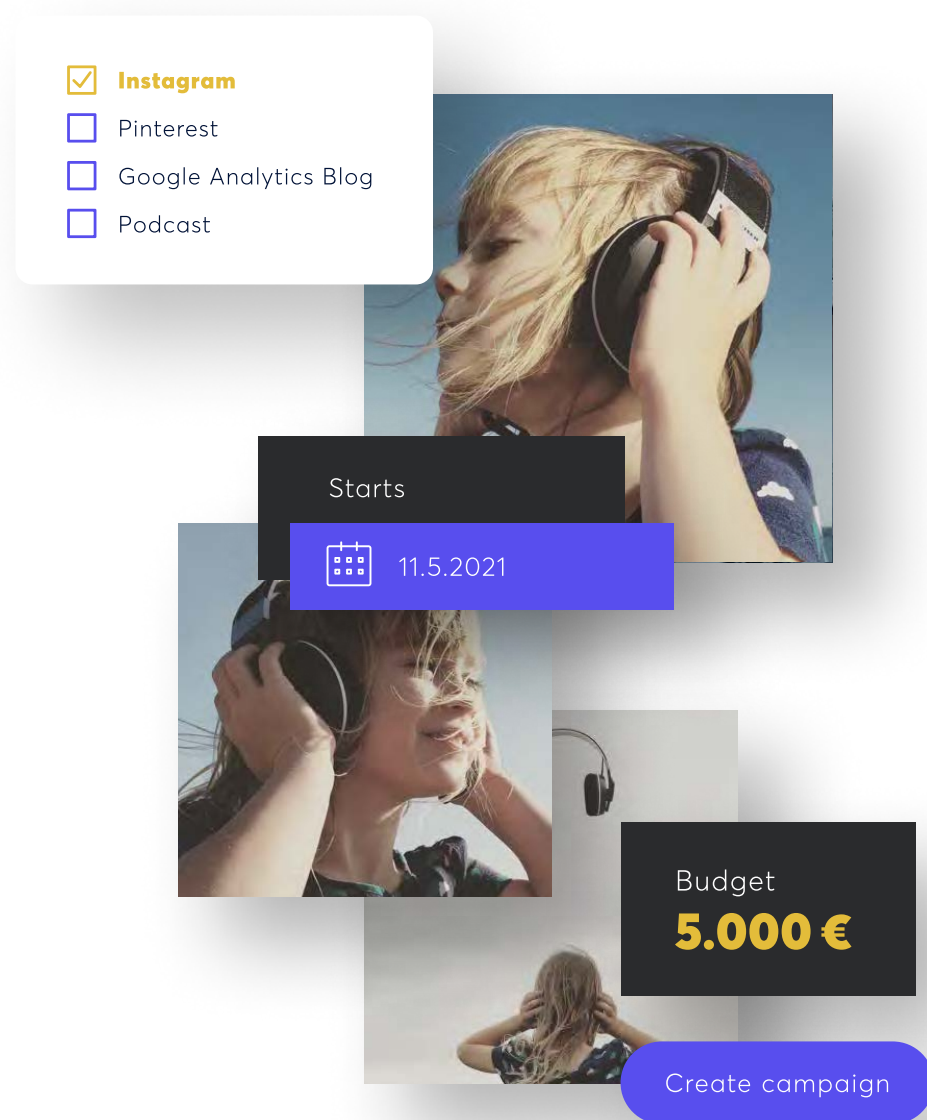
Read more



Campaigning

Manage and evaluate campaigns

User management, briefings or review assets: with our management module, you have a 360 view at any time. You can export the results of your campaigns at any time in your corporate design.



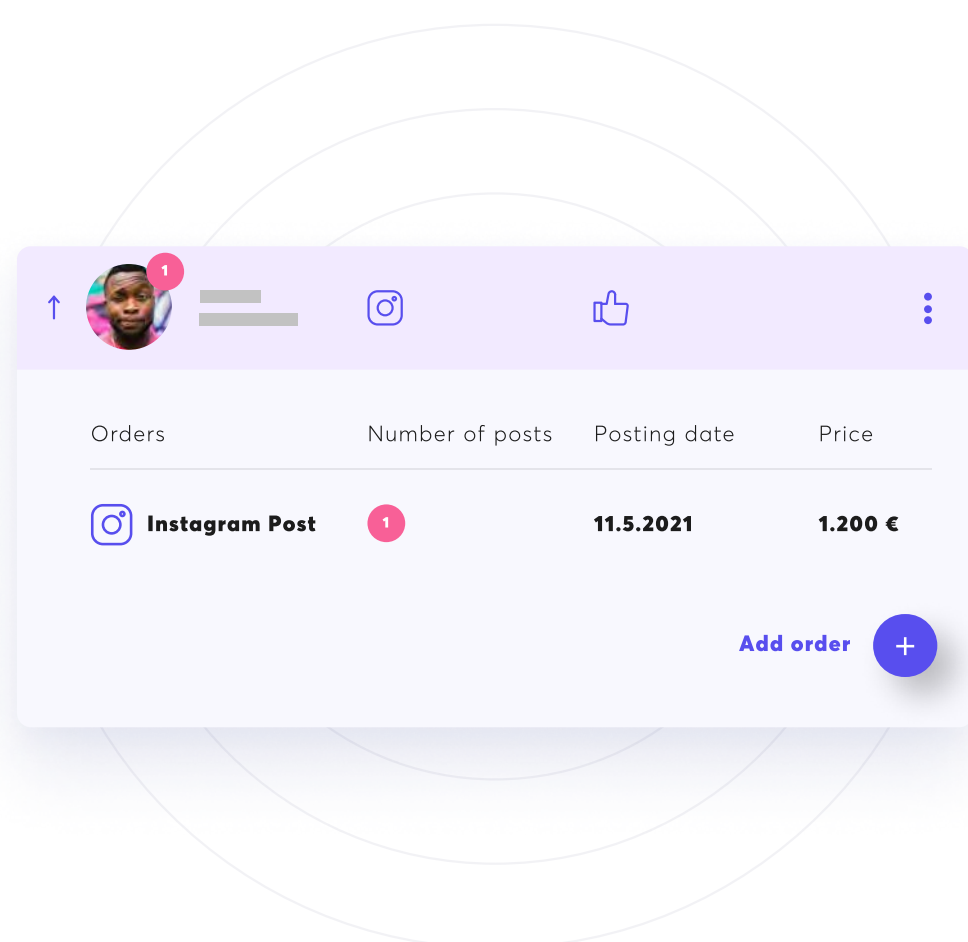
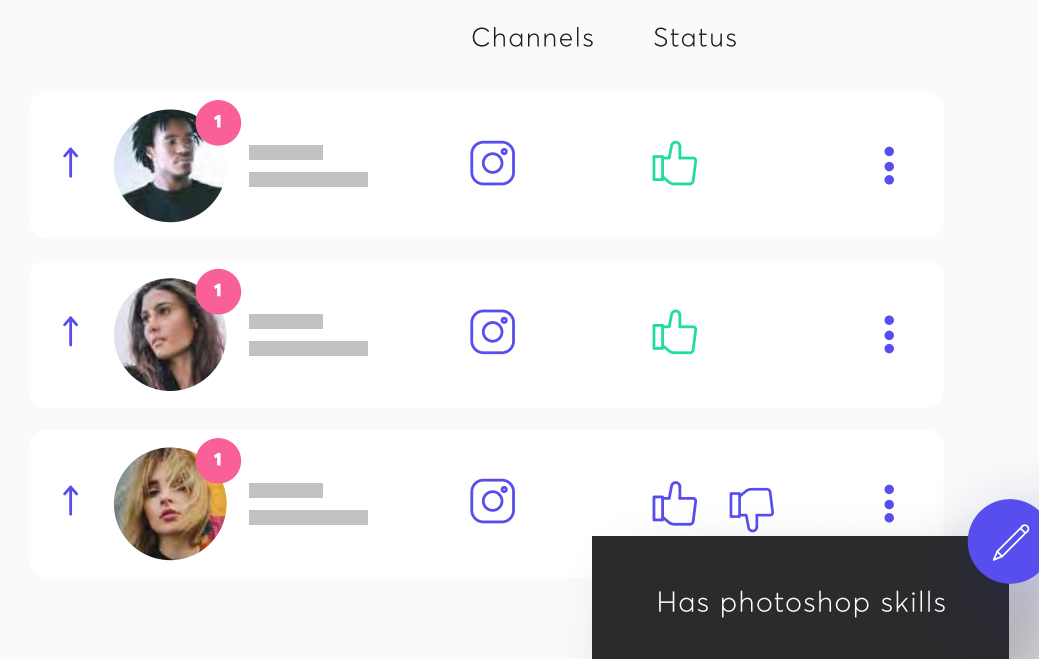
Successful campaigns start here

IROIN® Campaign Management simplifies and accelerates your workflow and makes your life easier. Define all relevant parameters in the campaign setup, or use custom fields to generate the KPI's relevant to you. Set goals for your campaigns so you can measure the efficiency of your influencer activities.

Teamwork makes the dream work

The suggestion lists make working together even easier, simply reject or confirm influencers with one click. Our seamless integration saves your negotiations and internal conversations so your remarks and notes are transparent and readily available for future co-operations. If team members or clients do not use the software, you can simply export the suggestion list as a pdf or an excel.

Suggestion List



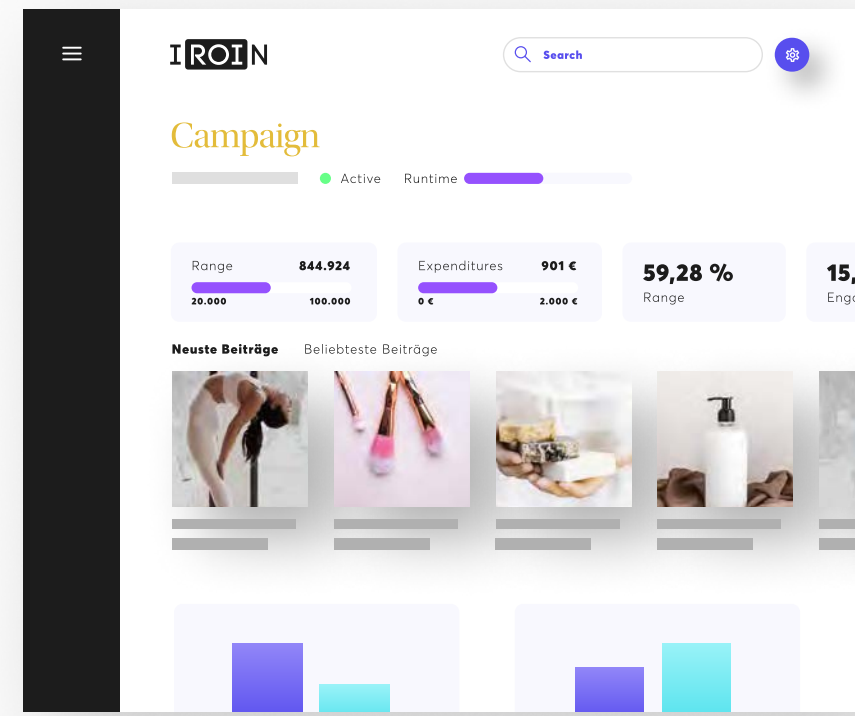
Take detailed planning into your own hands

With the IROIN® Campaigning you can easily plan co-operations for each influencer. Set the platform, type of content, define the number of sequences, the date of publication and the budget distribution. Any other KPI you'd like to measure can be added though our custom fields.

New

Track your campaign successes live

The campaign dashboard gives you a quick overview of current KPIs such as reach, interactions, and engagement rate. Check what has been spent so far of the total budget and how many of the planned posts have already been published. The posting schedule helps you keep track of everything. In addition, you can view the latest and the best-performing posts.

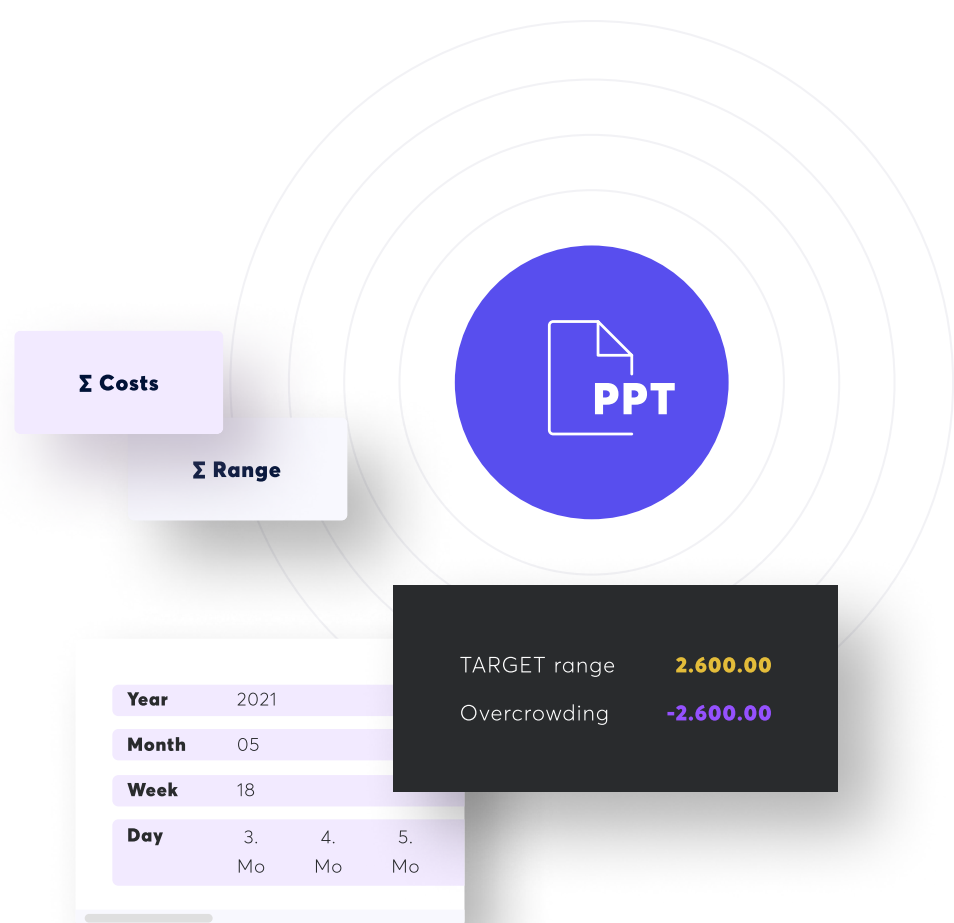
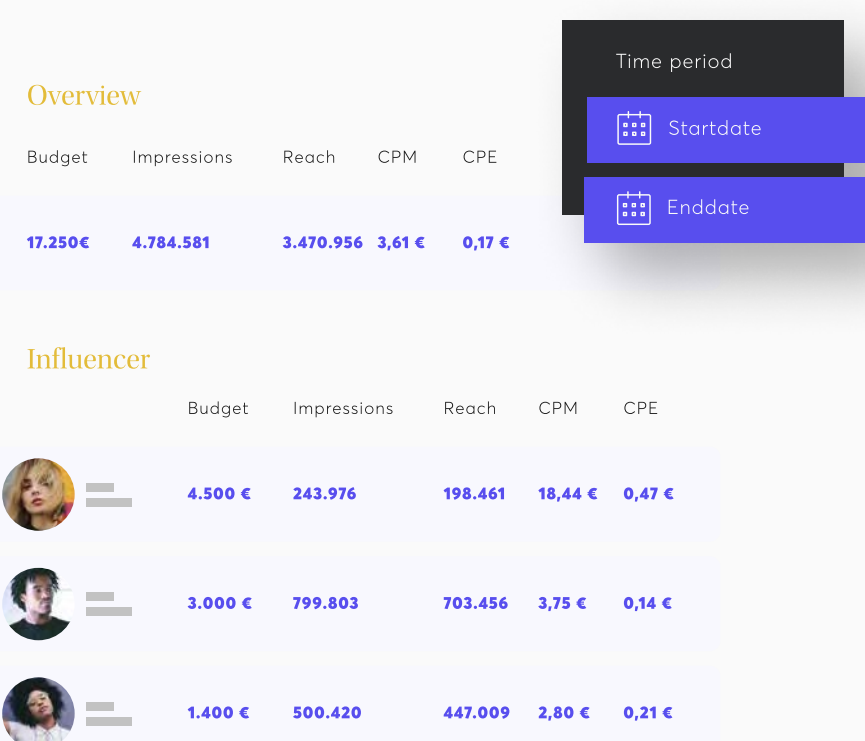


Your content monitored by our AI

IROIN® Campaigning monitors and saves all reels, shorts, feed posts, podcasts and stories. Based on defined hashtags and mentions, the automated content check searches for posts and identifies them for each influencer. Missing hashtags or mentions are marked for you.

Measure creative content with surgical precision

Our data-driven technology continuously analyses your campaign with real-time data, such as posting impressions or story views. During and after the campaign, reports visualize all relevant KPIs. Get deep performance insights beyond the CPM and CPE, so you can optimise your spending.



2020 Vision - even for analog users

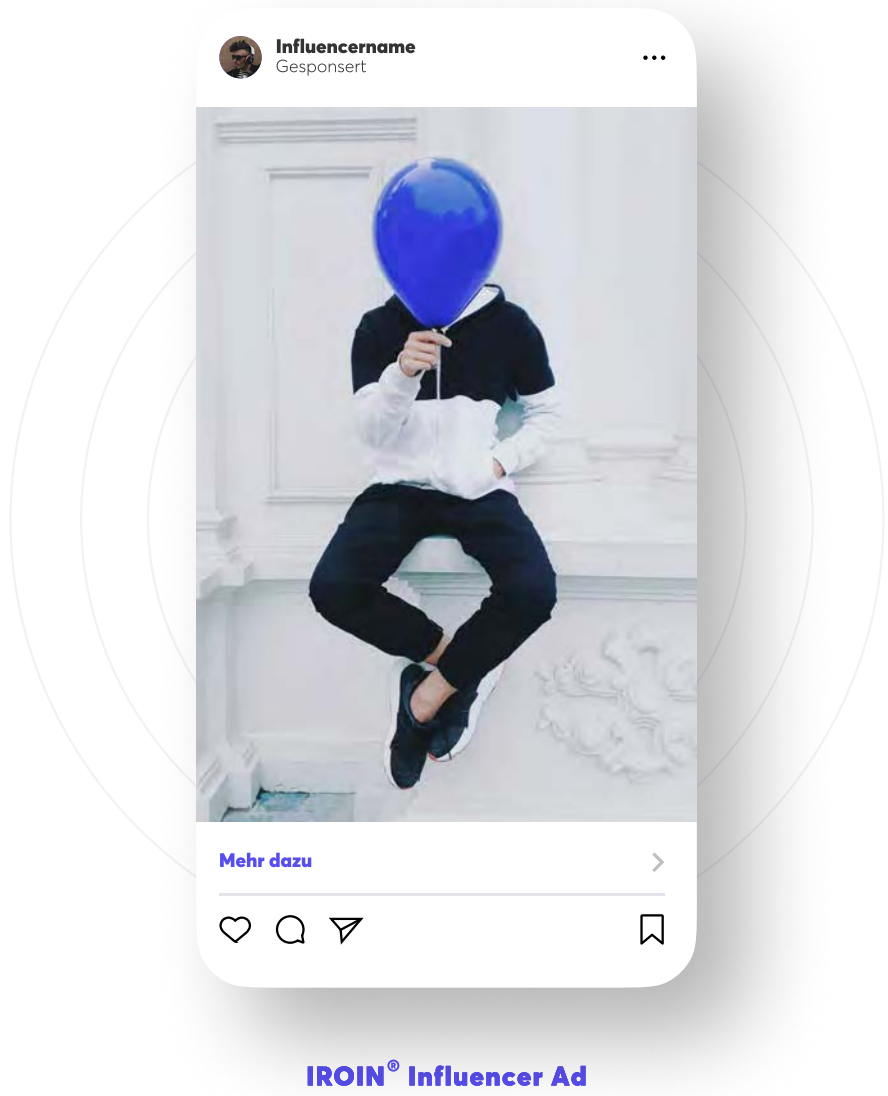
With the IROIN® workbook you get a complete overview of your campaign and can share your campaign workflow with others. The workbook is downloaded as an Excel file so "analog" users can participate too. You'll be provided with all important data, the posting schedule and the calculation of costs in relation to reach.

**Influencer Ads**

Exceed organic reach

Our unique access to the API's of all relevant Social Media Platforms, allows you to activate branded content or whitelisting ads on behalf of your influencer community. This type of advertising reaches your target audience and surpasses the organic reach of your Influencers. The control of the advertising media is optimised in real time to your individual goals.

Now also available as a self-service.

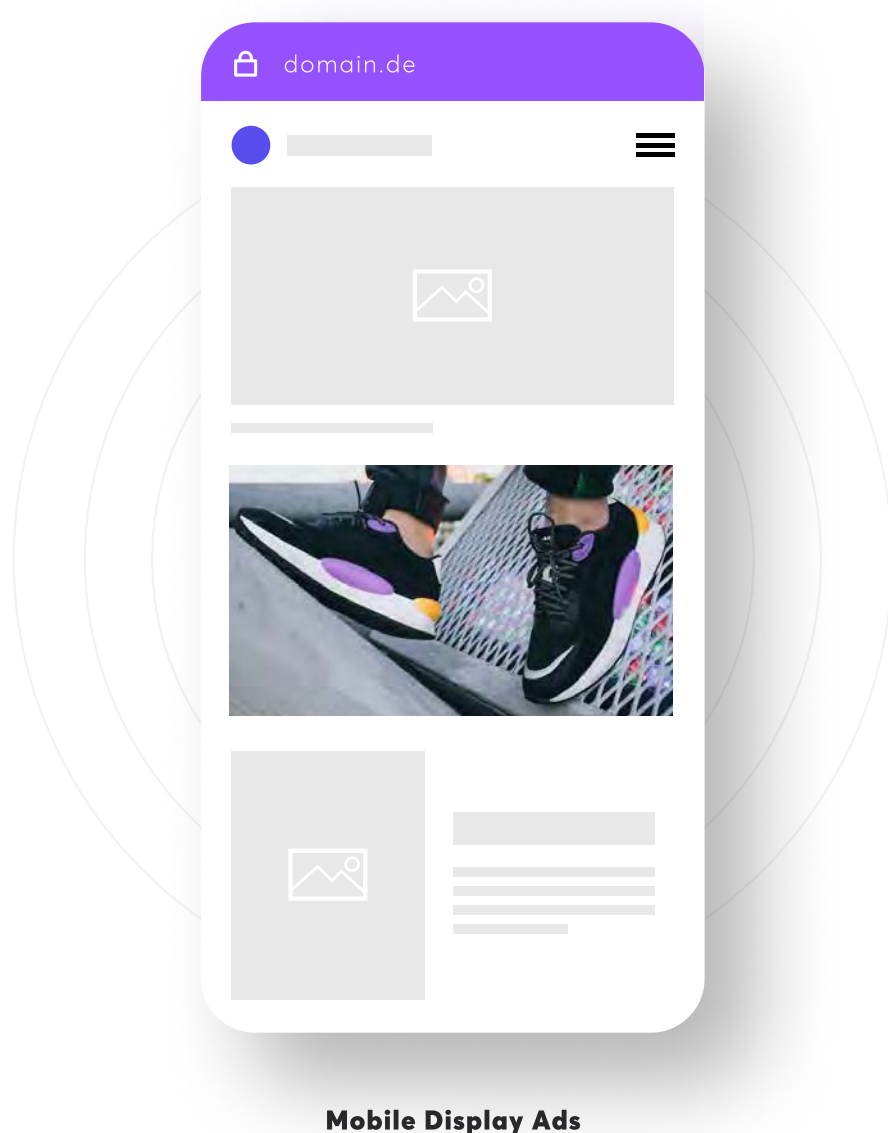
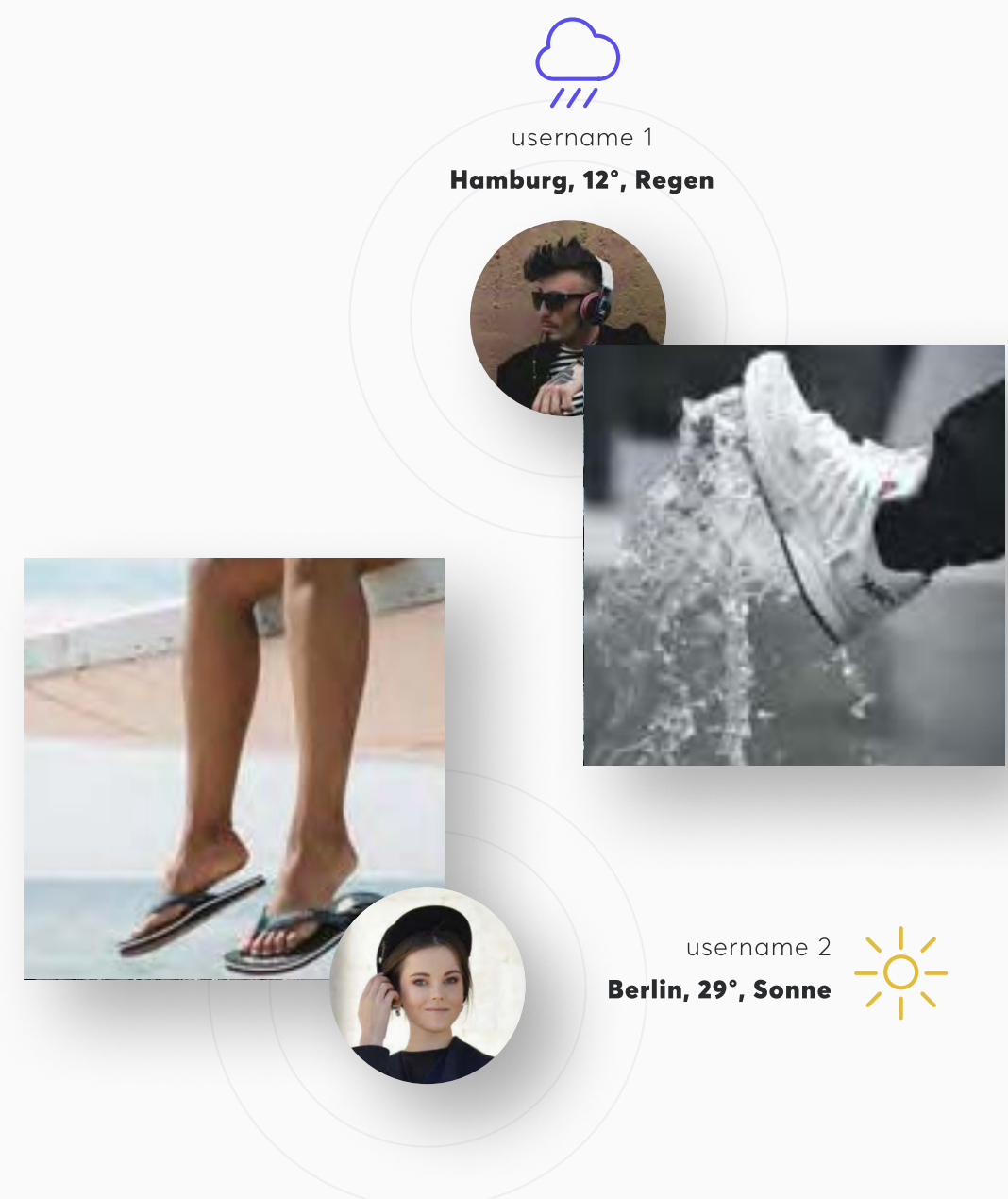


IROIN® Influencer Ads

Influencer Ads are sponsored advertising media that are published on influencer profiles. These ads reach your target audience far beyond the followers of your influencers, increasing credibility and reducing negative associations of your brand through excessive advertising. Create targeted click campaigns, conversion campaigns and simply optimise your ad content through A/B testing.

More relevance through context

We use the "Dynamic Creative Optimisation Method" for influencer ads. This uses meta-information such as regional weather data, locations and times. The influencers create content for predefined scenarios and our technology publishes it in a contextually appropriate way.

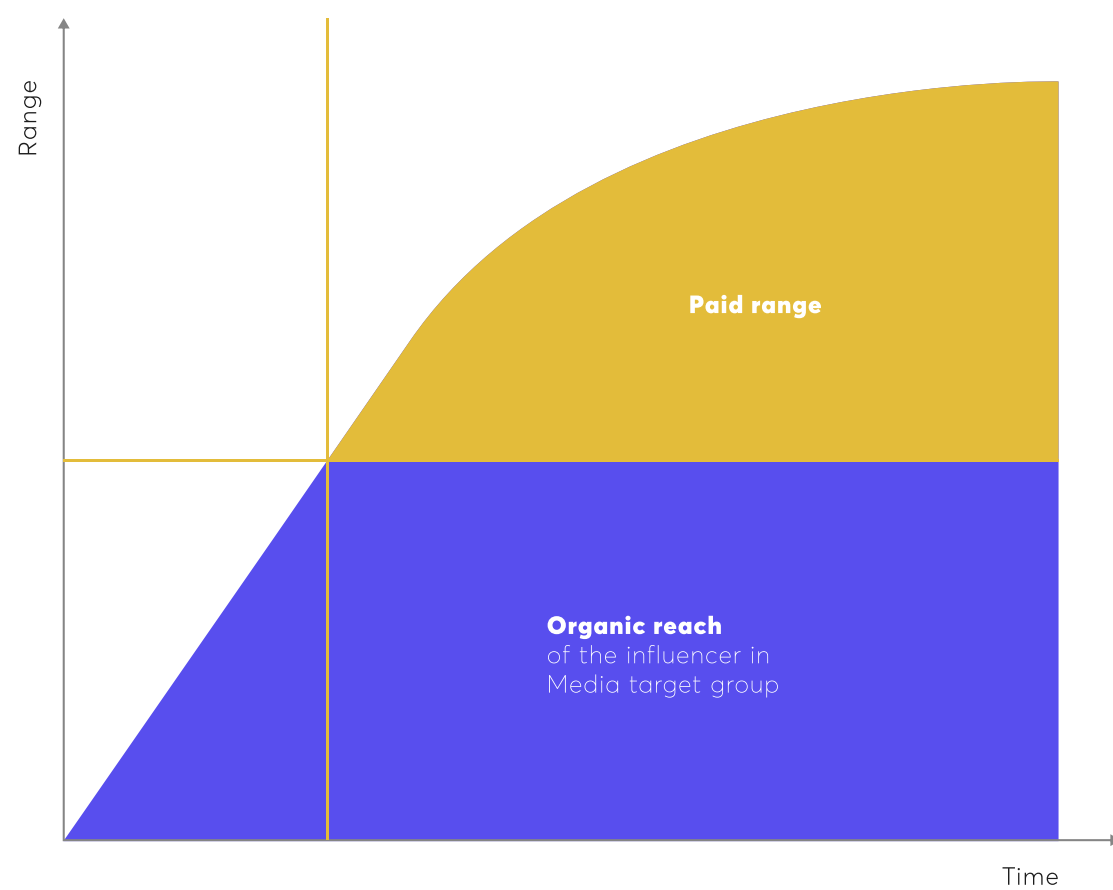
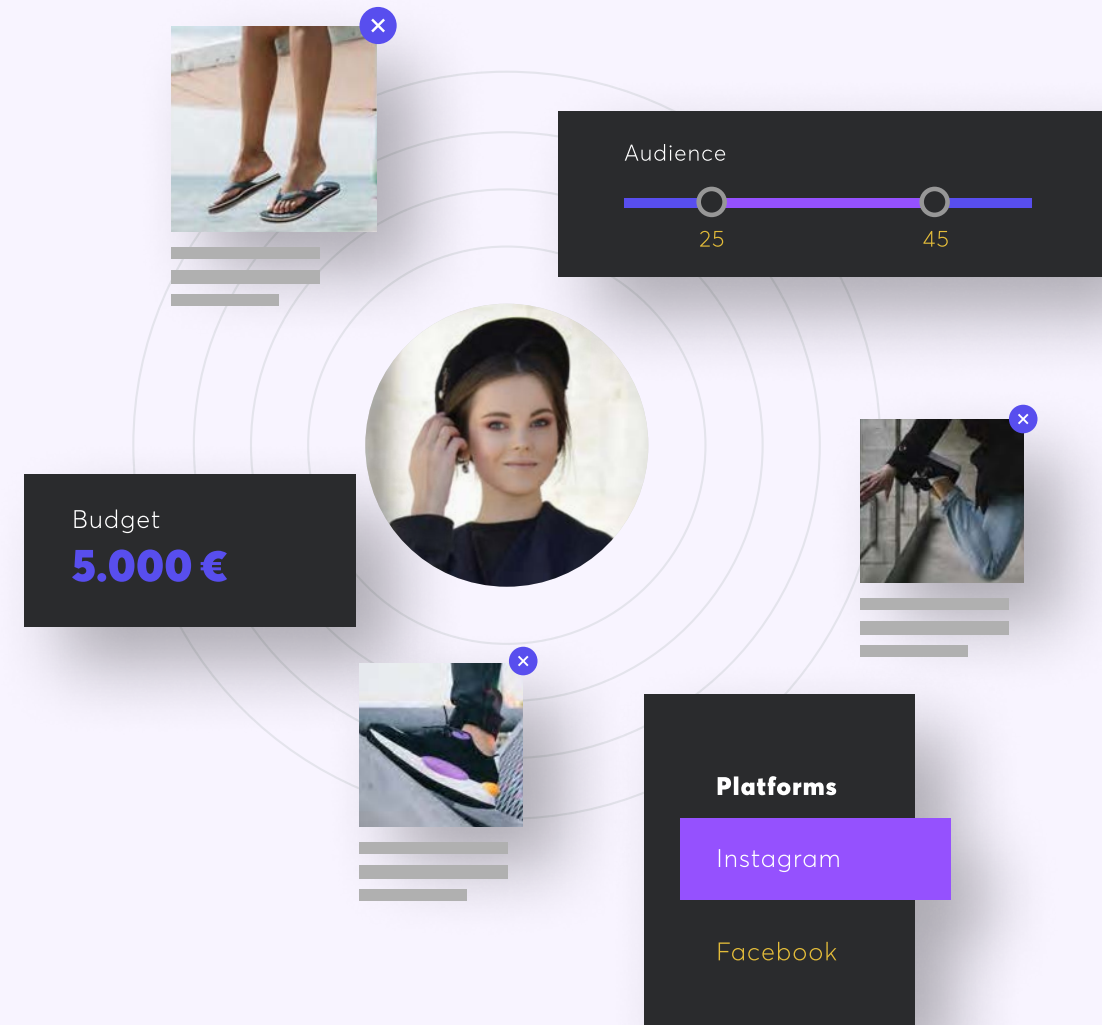


Visibility beyond social media

Continue to use the high-quality content of your influencers and also reach users of your target group who are not on social networks. In cooperation with one of our partner agencies, we extend your campaign to mobile display ads.

Local modulation easier than ever

With our campaign construction kit, marketing packages can be created for individual and regional use. Branches decide themselves which influencers advertise which products. Local partners can determine budget, regions and the demographic target audience.



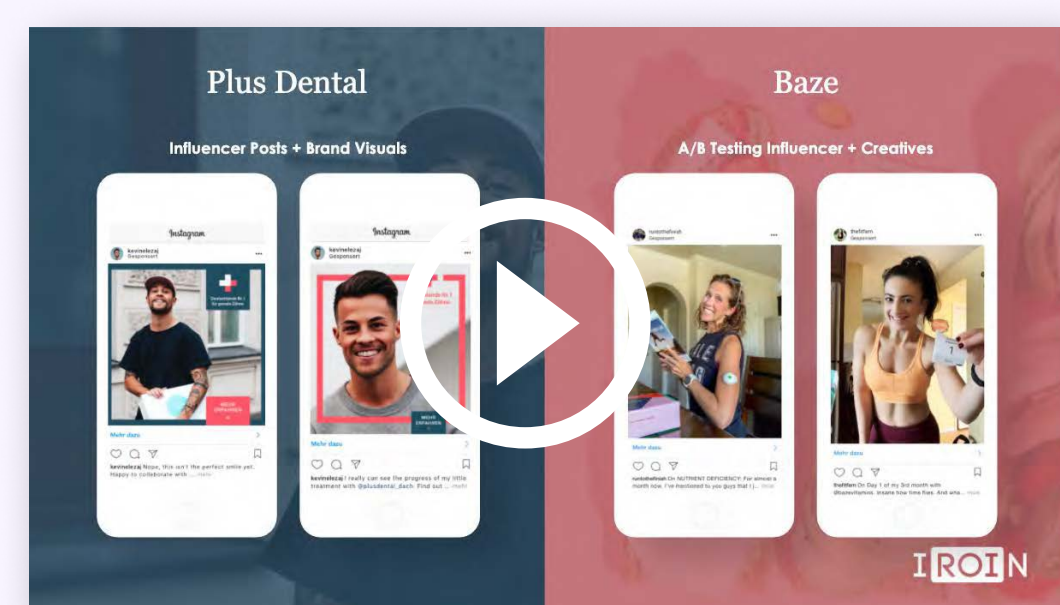
Did you know?

Influencer posts are only visible to 20-30% of followers and are quickly replaced by new content. Influencer ads not only reach the entire following, but also new users with the same characteristics.

Tip: In our free webinar, you will receive exclusive insights into real cases and best practices on the topic of influencer ads.

Best practice as a demo

Watch the video on Influencer Ads now. Moritz Wasserek, CEO of IROIN®, and Thomas Kuchling, CMO of Baze, explain: What's behind the American trend of Influencer Ads and how to use them for your own campaigns thanks to IROIN® technology. Get exclusive insights into real cases and best practices from the professionals.



[Watch Video](#)

Let our product specialists guide you through the software

Make an appointment and get to know the IROIN® Influencer Marketing Suite. Our consultants are happy to learn more about your personal use case and show you how to get the most out of your influencer marketing with the software.

[Book a meeting](#)

Procedure of your consultation appointment

1

Get a free consultation

We analyze your status quo and explain how software can help you

2

Define strategy

Together we identify your use case and define your software strategy

3

Software Demo

Our specialists guide you through suitable software functionalities